



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Fortune Media Inc  
527 Avenue B  
Redondo Beach, CA 90277

**Contract # 1349982**  
**Schedule Dates** 08/21/12-09/02/12  
**Advertiser** Friends of Patrick Murphy (72568)  
**Agency** Fortune Media Inc (7993)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 365/PATRICK MURPHY (465716)  
**Salesperson** TeleRep/LA, Los Angeles (2990)  
**Sales Office** TeleRep Los Angeles  
**Buyer Name** FORTUNE,ONLINE  
**Phone/Fax** (323) 634-8085 /  
**CPE** 33/146/365  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** 365/PATRICK MURPHY  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TU-M FLIGHT, 30 MIN SEP

**Date Entered** 08/03/12  
**Last Modified** 08/10/12  
**Entered By** Nancy Brutus  
**CO-OP** No  
**Headline #** 06262150  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,587.50  
**Net Total** \$14,662.50  
**Sales Tax**

**West Palm Beach (WPEC)**  
**By Broadcast Month**  
Aug. 2012 6 \$7,800.00  
Sep. 2012 8 \$9,450.00  
**Grand Total:** 14 \$17,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Football (1)	08/24/12-08/24/12	2	:30	8P- Sports-CBS NFL Preseason						1			1			West Palm Beach (WPEC)		8/3/12
1.1	Normal Line / Prime (14)	08/31/12-08/31/12	2	:30	10P- CBS-Blue Bloods (Friday)						1			1	\$2,250.00	\$2,250.00	West Palm Beach (WPEC)		8/7/12
2.0	Normal Line / Prime (2)	08/31/12-08/31/12	2	:30	8P- CBS-Undercover Boss (Friday)						1			1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/3/12
3.0	Revised Line / Football (3*)	08/24/12-08/24/12	3	:30	8P- Sports-CBS NFL Preseason						1						West Palm Beach (WPEC)		8/3/12
3.1	Normal Line / Prime (15)	08/31/12-08/31/12	2	:30	9P- CBS-CSI New York (Friday)						1			1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/7/12
5.0	Normal Line / Prime (4)	09/01/12-09/01/12	2	:30	10P- CBS-48 Hours Mystery (Saturday)						1			1	\$750.00	\$750.00	West Palm Beach (WPEC)		8/3/12
6.0	Normal Line / SPOT (5)	08/25/12-08/25/12	2	:30	6P- 6:30P (EST)							1		1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/3/12
7.0	Revised Line / Football (6*)	08/25/12-08/25/12	4	:30	8P- Sports-CBS NFL Preseason							1					West Palm Beach (WPEC)		8/3/12
7.1	Normal Line / Prime (16)	08/26/12-08/26/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Brand: 365/PATRICK MURPHY (465716)  
Salesperson: TeleRep/LA, Los Angeles (2990)  
Sales Office: TeleRep Los Angeles  
Buyer Name: FORTUNE,ONDINE  
Phone/Fax: (323) 634-8085 /  
CPE: 33/146/365  
Account Types: National/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments: 365/PATRICK MURPHY  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* , TU-M FLIGHT, 30 MIN SEP

Last Modified: 08/10/12  
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CO-OP: No  
Headline #: 06262150  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
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Commission: \$2,587.50  
Net Total: \$14,662.50  
Sales Tax:

By Broadcast Month: Spots: Rate  
Aug. 2012: 6: \$7,800.00  
Sep. 2012: 8: \$9,450.00  
Grand Total: 14: \$17,250.00

## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Revised Line / Prime (6*)	09/01/12-09/01/12	2	:30	9P- CBS-48 Hours Mystery 2 (Saturday)							1		1			West Palm Beach (WPEC)		8/3/12
8.1	Normal Line / Prime (12)	09/01/12-09/01/12	2	:30	9P- CBS-48 Hours Mystery 2 (Saturday)							1		1	\$750.00	\$750.00	West Palm Beach (WPEC)		8/6/12
9.0	Normal Line / SPOT (7)	08/26/12-09/02/12	2	:30	6P- 6:30P (EST)							1		2	\$450.00	\$900.00	West Palm Beach (WPEC)		8/3/12
10.0	Normal Line / SPOT (8)	08/26/12-09/02/12	2	:30	6:30P- 7P (EST)							1		2	\$450.00	\$900.00	West Palm Beach (WPEC)		8/3/12
11.0	Normal Line / SPOT (9)	08/26/12-08/26/12	2	:30	7P- 8P (EST)							1		1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		8/3/12
12.0	Revised Line / Prime (10*)	08/21/12-08/21/12	3	:30	10P- CBS-The Mentalist (Tuesday)			1									West Palm Beach (WPEC)		8/3/12
12.1	Normal Line / Prime (13)	08/21/12-08/21/12	3	:30	10P- CBS-The Mentalist (Tuesday)			1						1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		8/6/12
13.0	Normal Line / Prime (11)	08/29/12-08/29/12	2	:30	10P- CBS-CSI Crime Scene Investigation (Wednesday)				1					1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/3/12

Date:

Accepted-Station:

Date:

Comments:

NAB Form PB-16 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

West Palm Television

**Date:**

6-12-12

I, ONDINE FORTUNEbeing/on behalf of: Patricia Murphy, a legallyqualified candidate of the Democratic political

party for the office of: \_\_\_\_\_

in the General electionelection to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 2em; text-align: center;">As ordered</p> <p style="font-size: 1.5em; text-align: center;">WPBC CONTRACT #1349902</p>					

**Total Charges:** \$17,250<sup>00</sup>

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patrick Murphy

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

6/12/12  
Date

Ondrej Jortung - Agent  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lillie K. Roberts Lillie K. Roberts Sales Director  
Signature Printed Name Title

NAB Form PB-16 Candidates

**CANDIDATE CERTIFICATION**

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Patricia Murphy  
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Online Fortune

signature of candidate or authorized committee

ONLINE FORTUNE

printed name

6/12/12

date



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FRIENDS of PATRICK MURPHY PARTY: Dem

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/12

INQUIRY MADE BY: Orndine Fortune  
Candidate Manager Agency Committee (circle one)

ADDRESS: Fortune Media, Inc  
527 Avenue B  
Longwood Beach, CA 90277

PHONE: 310-543-1874 FAX: 310-543-1344

EMAIL: \_\_\_\_\_

Information Requested: Rates & Averages

Final Disposition: Order Placed \$17,250<sup>00</sup>

If Committee, list officers and position: Treasurer - Patrick Murphy

TAKEN BY: Mary McCue DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T'Rep LA